

Economic Development Activity in Federal Way, Washington

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City of Federal Way

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Federal Way continues to witness steady business and development growth. The following illustrates an exhaustive list of businesses, (both opening and unfortunately closing) developments and investments since the inception of the City's first Economic Development Strategy and Department in late 2014.

Key to this growth is the Economic Development Strategy. The Strategy lays out several initiatives to achieve the City's mission of producing solutions to attract and retain businesses, jobs and investments while improving the tax base along with diversifying and sustaining the economy. Included in the strategy are the following four key initiatives:

- Downtown Redevelopment/Town Center Initiative
- Reuse of the former Weyerhaeuser Corporate Campus Initiative
- University Initiative
- Branding Initiative

The efforts to accomplish these four initiatives and the economic development mission are presented below.

Downtown Redevelopment/Town Center Initiative

Town Center is nearly a 21-acre redevelopment project. The vision of this redevelopment is to create a heart of downtown. This area is bounded by 21st Ave. S and 23rd Ave. S from S 314th Street to 317th. The actions of the Mayor and City Council involved the acquisition of blighted properties of former big box stores and the subsequent redevelopment of this land.

In October of 2014, the City had an architect/planner complete a rendering illustrating opportunities for development on the site, (See page 4, the rendering; "Opportunities for Town Center Development"). The project involves 4 phases - Town Center Development Site within Downtown.

The anchor and focal point of this redevelopment project is the City's Performing Arts and Event Center (PAEC). This project is also known as Town Center I. The Center is a 41,000 sq. ft. multi-purpose facility on three acres that includes a 700-plus-seat theater and 8,000 sq. ft. for arts, cultural, educational and community activities. Construction began in October 2015 and is expected to be completed by the summer of 2017. The cost of the project is \$32.7 million.

Another component of the Town Center development is Town Square Park. In 2014, the City began planning of this 4-acre park site known as the Town Square Park or Town Center II (completed the summer 2016). The intent of the park is to enhance the Town Center development by providing open space for visitors and residents alike and as a venue for performing arts and community events.

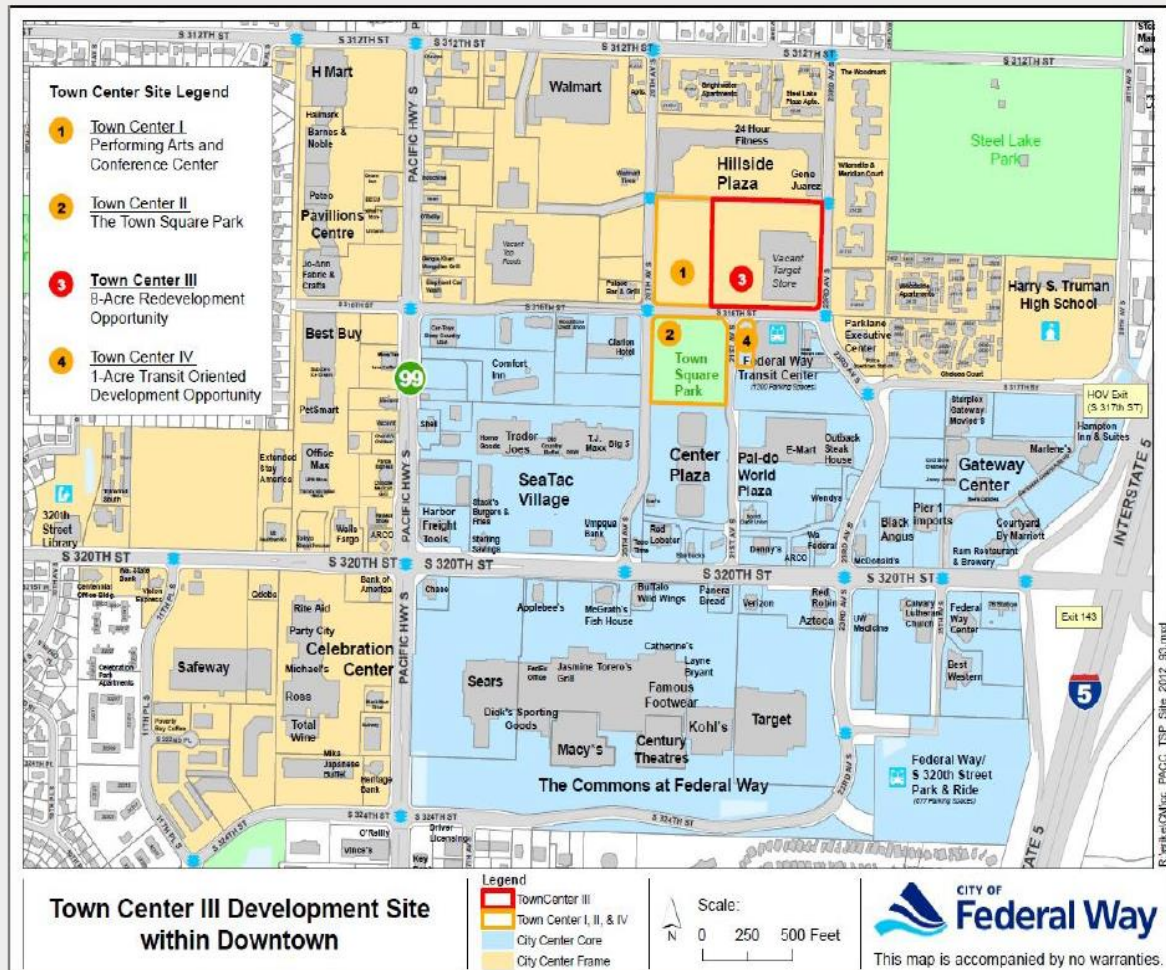
Additionally, in November of 2014, the City acquired nearly 8 acres adjacent to the PAEC. The purpose of this acquisition is to further redevelop the downtown by seeking private investment and ownership interest in a mixed-use development. This property is known as Town Center III. It will be comprised of a hotel adjacent to the PAEC along with the construction of building space for restaurants, specialty retailers, galleries, and studios. In addition, space will be provided for office, education and classrooms along with housing. Residents will have views of the majestic Mt. Rainier and the imposing Olympic Mountain Range. The forecasted building size of the Town Center is 200,000 to 300,000 sq. ft. with a corresponding \$125 to \$150 million in construction value.

In August 2015, the City hired the international hotel consulting firm - Hospitality Valuation Services (HVS) to identify hotel demand. The analysis identified the demand for an Upper-Middle Scale hotel. City staff then began to research individuals and companies that build and operate hotels of this type in cities

of similar size to Federal Way. Nearly 70 companies were identified including 12 to 15 from the Pacific Northwest.

In January 2016, the City began a Request for Interest, (RFI) for a hotel. The purpose was to ascertain development interest from owners, operators and developers of hotels. The City initiated a direct letter campaign to solicit interest. Twelve firms asked for a Request for Proposal. By the due date for the Request for Proposal, one firm, the Bozeman-based Cadius Partners, submitted a proposal for the hotel.

City staff is currently in negotiations with the development company. The following map illustrates the four phases of the development of the Town Center.



Concept for Opportunities for the Town Center, 2014



The Cadius Partners proposal identifies a 120 to 140-room hotel. While no brand has been selected, the proposal identifies it could be from one of three of the following chains: Hilton, Hyatt or Marriott.

The hotel will be built on a podium with four stories. The facility would be approximately 75,000 sq. ft. in size. It will include a restaurant, small conference room spaces, and a fitness center. It provides access to the PAEC from the west side of the hotel, along with outside dining.

It is forecasted that construction will provide 75-125 full-time jobs through the design and construction process. It is also estimated the hotel and its restaurant may employ from 25 to 45 full time jobs. Estimated cost is from \$18 to \$21 million. (See chart and rendering on following page.)

The proposal also includes Cadius Partners concept for their development of Town Center III. It identifies buildings for residential, retail, office, space for public offices such as a satellite university campus or even a city hall. Additionally, there is a design for a grand staircase and a promenade along the southern edge of the property. It has roundabouts, turnabouts, open space, and connectivity for pedestrians to Town Square Park and the Transit Center.

Overhead view of proposed hotel development and Town Center, 2016



Rendering of proposed hotel development and Town Center, 2016



Light Rail coming to Federal Way

In the November 2016 election, Puget Sound voters passed a ballot measure financing the third phase of light rail construction, specifically into Federal Way. Sound Transit has identified a development scheme for the light rail station and a corresponding six square block transit oriented district located along 320th and 23rd near the existing Federal Way Transit Center. Timeline for operation is 2024/25.



Reuse of Weyerhaeuser Corporate Campus Initiative

In the summer of 2014, the former business stalwart of Federal Way, the Fortune 500 Company – Weyerhaeuser, announced that they would be downsizing from their 425 acre campus to a 250,000 sq. ft. office building in downtown Seattle by the end of 2016.

During 2014, the Mayor’s staff researched and analyzed the elements of the corporate campus. The outcome was a publication entitled “Conditions and Considerations: Existing Public Sector Services to and through the Weyerhaeuser Site Which Affect Next Use Effort.” This report provided insightful information to those interested in purchasing the property.

In the meantime Weyerhaeuser spent a year marketing their property. In February 2016, it was announced that the Los Angeles-based Industrial Realty Group (IRG) purchased the property for \$70 million. They are actively seeking end-users either as buyers or tenants. Meanwhile, International Paper purchased the Research Division of Weyerhaeuser and is leasing space at the former Tech Center facility for the next ten years.

City staff is working with IRG to help identify quality tenants, specifically technology-based companies and provide information in the recruitment of these types of companies.

University Initiative

The City of Federal Way has been actively recruiting a branch campus of a university. The purpose is to help improve workforce development of Federal Way residents but also act as a catalyst for investment in Federal Way.

According to the Census Bureau, only 26% of Federal Way residents possess a four-year-degree or higher. This percentage is lower than the state and King County which average at 31 percent. Additionally, Seattle has over 50 percent of its population that possesses a four-year-degree. While no research has been done on the value of increased education and its implications on the Federal Way economy, prior development by universities to “un-anchor” themselves from their “hallowed halls,” to engage and create relationships with local industries and communities have proven fruitful. This is true even for those institutions already in cities but which have not always valued their location and, in times past, could be as gated as a secluded high-end housing development.

In 2016, the City hired a consultant to perform a needs assessment to see if demand for such educational services was warranted. The report concluded there was a demand for such a facility.

In January 2017, the City entered into a Memorandum of Understanding, (MOU) with the University of Washington, Highline College and the Federal Way School District one step closer to bringing a facility to Federal Way for higher education. The MOU identifies that each of the parties will actively pursue off-campus higher education offerings to include certificates, associates, baccalaureates and graduate degrees.

Additionally, universities change lives for good with high quality, relevant and lifelong education. The value of an institute of higher education can leverage catalytic public and private investments to redevelop a suburban landscape such as Federal Way.

Branding Initiative

The City of Federal Way began a branding strategy in 2015. The City entered into an agreement with a consulting firm. The purpose was to help identify a brand and assist with positioning, targeting and identifying ways to enhance Federal Way’s business climate and community.

The consultant interviewed and surveyed Federal Way residents’ young and old, new and deep-rooted. The consultant spoke with businesses in and out of state. The City Council after review kept the existing logo reflective of the community and a tagline that reflects a quality environment for business. The timeline for deployment of the tagline is spring 2017.

Retail

The following provides the latest information on retail activity as it pertains to openings, closings, site locations, expansions and construction for retail development in Federal Way.

The Commons Mall

The Commons Mall (located along 320th) has been sold to the San Francisco-based firm, Merlone and Geier for \$46.5 million. The Commons is a 618,000 sq. ft. shopping mall which was previously owned by the Los Angeles based Steadfast Properties and Canyon Capital Advisors. Merlone Geier Partners is a private real estate investment company focused on the acquisition, development and redevelopment of retail and retail-driven mixed-use properties on the West Coast. The firm has been actively investing in West Coast retail property since 1993, acquiring to date 144 properties representing over 24.5 million square feet, according to a statement from the company. The firm recently raised its twelfth fund, with committed equity capital of \$1.14 billion. Meanwhile, the following activities have or are taking place at the Commons:

Macy's will stay in Federal Way. The retailer announced in late 2015 and in 2016/2017 that it would close stores to improve efficiencies. The retailer specifically named the closing of 36 stores on January 6, 2016 and the elimination of 2600 jobs. Only one store, downtown Spokane, was announced for closure in Washington. In January 2017, Macy's again announced the closure of stores and the elimination of 10,000 jobs. Two stores in Washington were announced for closure – Everett and Kelso.

Daiso, the Japanese merchandiser is expanding across from Dick's Sporting Goods.

Honor Coffee has opened at the former Starbuck's site at the Main Entrance on the north side of the Mall.

Sears

The retailer announced the closing of 108 Kmart and 42 Sears stores in January 2017. The store in Federal Way is owned by Sears Holdings and has been identified as not closing.

Walmart

Walmart announced on January 15, 2016 that it would close 159 stores in the nation and Puerto Rico. No stores in Washington State are scheduled for closure. A total of 269 stores are to be closed globally out of some 11,000. States that will see major closures include Alabama, Arkansas, California, North Carolina, and Texas.

As it pertains to the two stores in Federal Way, they remain in operation. Company officials have discussed remodeling the store on 20th south of 312th.

City Center Plaza

The new owner of the City Center Plaza, Mark MacDonald, is making quick changes to his center. He is submitting permits for improved signage, lighting and landscaping. Additionally, he is entering into contracts to build new establishments.

Mod Pizza, the Bellevue-based chain, will be opening a store at the City Center Plaza in 2017. The chain opened 61 locations in eight states creating over 1300 jobs in 2015 and plans to expand into six states and nearly double the number of establishments in the chain in 2016. The company was created by a husband and wife team- Scott and Ally Svenson.

Jazzercise, a studio for physical fitness opened at Suite C in the Center in April 2016.

Celebration Center

The Center is located on the southwestern corner of 320th and Pacific Highway. It is owned by the Portland-based Harsch Investments and continues to attract businesses to their different centers. As it pertains to retail activity at the center, the following will be locating there.

Legendary Donuts, the Puget Sound-based retailer has opened. The company is founded, owned and operated by the husband and wife team of Shannon and Kenny Patton. This will be their third store. No information on employment.

Chick-fil-A has submitted permits to build a new facility on the eastern side of the center, just off of Pacific Highway. Construction began in February. No date for opening has been identified or on employment.

Fitness Center, an independent fitness center has opened its doors in the western building at the center. No information on employment.

Iora Primary Care Clinic in cooperation with Humana Healthcare opened a facility in the fourth quarter of 2016 for elderly customers.

I Love Kick Boxing is currently under construction in the western building at the center. No information on employment.

The Federal Way State Licensing facility relocated off of Pacific Highway a few blocks away to a new site at the Center

Pavilions Centre

This Centre is located along Pacific Highway from 320th to 312th. The Center is owned by the Portland-based Harsch Investments. They continue to attract businesses. One such business is CityMD, (See Medical)

Unfortunately two stores have or are closing at the Center. They include **Office Max** and the **Christian Bookstore**

Pavilions II

85 Degree Celsius Bakery will be opening later in 2017. No date on opening has been provided

SeaTac Village

The Center is located along 320th and 21st. It is owned by the Portland-based Harsch Investments and continues to attract businesses. Several new businesses are in the process of opening facilities. These include:

Café Rio is a self-serve eatery dishing up Mexican classics including hand-rolled tortillas, burritos & tacos. They opened in June 2016. No information on employment.

Maurice's, the Duluth, Minnesota – based women's clothing retail chain. The chain comprises more than 900 stores in the U.S. and Canada, primarily located in shopping malls and smaller towns.

Ulta Cosmetics opened a new store in 2015. It is located on a pad site, a stand-alone facility. Estimated value of construction was \$2 million.

Other

Hong Kong Market

Brian Hoang, of West Principles Investment opened the doors of his Hong Kong Market (grocery store chain) at 356th and 21st in January 2016. The market employs 55. Brian and his partners also purchased the entire retail center which includes: Ace Hardware, a pet store, Pizza Hut, a hair salon, a dry cleaners and Jersey's Pub.

Reuse of Former Albertson's - Status

A former Albertson's store located at SW Campus Drive and 21st has been purchased and is being converted to a storage unit facility.

Reuse of Former Metropolitan Market - Status

Located along Dash Point Rd and 312th, the former Metropolitan Market is being marketed for reuse and repurposing. Listing agent, Brynn Telkamp of JSH Properties identified in November 2015 before the Mayor and Council that they are making headway with several tenants, including a general merchandise store, a pet shop and they are still looking at a third tenant. They had intended to lease to a fitness center, however, the property owner of the rest of the center entered into an agreement with another fitness chain. Thus they are working to secure another tenant. Meanwhile, in 2016, **Anytime Fitness** has opened at the Dash Point Center along with the expansion of **H&R Block**.

Reuse of Former Haggen's Grocery Store - Status

The former grocery store located on 312th and Pacific Highway closed March 2016. The property was owned by a Florida- based company that subsequently sold to the Irvine, California-based real estate firm Valuerock. Many rumors exist to its future, but no plans as this date have been submitted to the City.

Reuse of Former Top Foods - Status

As a part of the reuse of the former Top Foods grocery store, new investment brings a new retailer – Home to Home. No opening date has been announced.

Advantage Auto Parts and Gravity Coffee will occupy a new facility on the northeast corner of 336th and Pacific Highway. Expected opening is summer 2017.

Wild Willy's Uniforms a retailer located at 31430 Pacific Highway has opened its doors. No employment numbers available.

Christine Alexander, a global women's clothing manufacturer closed its outlet store summer/fall of 2016. The company owned by Christine Carlson and Alexander Dehaan employed about 75 at this location.

CVS Pharmacy has just opened its second store in Federal Way located at 33520 21st Ave SW

Gravity Coffee will open its first store in Federal Way at 35007 Enchanted Parkway S. in the Crossings shopping complex across from LA Fitness.

HOTEL/MOTEL

The following provides the latest information on the activity as it pertains to hotel/motel openings, site locations, expansions, renovations and construction in Federal Way.

In 2015, ownership of the Clarion began \$2 million in interior renovations. However, in June of 2016, it was sold.

In 2015, the motel chain, Super 8 changed hands and was converted to the Red Lion brand by Sandhu NW Hospitality. \$2 million in interior and exterior renovations plus construction of an indoor pool occurred. However, Sandhu NW Hospitality LLC recently sold the Red Lion Inn & Suites to Unshik Che and Miran Che associated with Jabez Enterprises LLC for \$8.8 million or \$97,778 per room. Public records show \$175,000 was deducted in personal property resulting in a taxable selling price of \$8.625 million. Public records also show a breakdown of the cost for the hotel, allocating \$1.2 million for the land and \$7.425 million for the building itself. The hotel, located at 1688 S. 348th St., has 90 guestrooms and a conference room.

In 2015, Richard Song, owner of the Comfort Inn began and completed \$1 million in interior renovations.

In 2016, the City of Federal Way released a Request for Interest and a Request for Proposals for a hotel to be built adjacent to the Performing Arts and Event Center. Selection of an hotelier/developer is currently underway as identified above.

Many discussions are occurring related to more construction of mid-scale products in Federal Way. These include a proposed Holiday Inn Express at the southwest corner of 344th and Pacific Highway.

Below are renderings of the proposed hotel adjacent to the Performing Arts Center at the Town Center, previously identified above.



TOWN CENTER HOTEL PROPOSAL



MEDICAL

The following provides the latest information on activity as it pertains to openings, site locations, expansions and construction for medical office or health clinic development in Federal Way.

The **Seattle Children's Hospital** opened a clinic in 2015. Total cost of the facility was \$15 million. It employs 45.

The New York-based **CityMD**, an urgent care facility working in concert with CHI Franciscan, opened one of its proposed centers for the Puget Sound in Federal Way in November 2016. The facility is located along Pacific Highway at the former Arby's site at the Pavilion's Shopping Center.



Mayor Jim Ferrell, Deputy Mayor Jeanne Burbidge, Councilmembers Mark Koppang and Martin Moore at the ribbon cutting of CityMD



Iora Primary Care Clinic in cooperation with Humana Healthcare opened a facility at the Celebration Center in the fourth quarter of 2016 for elderly customers.

Pacific Medical Center opened a new facility in the Gateway Center.

Prominence Health has opened a facility on the East Campus in the Heron building off of South Weyerhaeuser Way. A division of Catholic Healthcare, the facility employs nearly 100. The operations involve processing Medicare and Medicaid claims.

Sea Mar Medical Community Health Care Centers opened a facility in Federal Way at 31405 18th Ave. S. This facility specializes in family medicine, acute care visits, health education, and other medical services

INVESTMENT

The following provides information on the latest activity as it pertains to acquisition of office, retail, commercial and industrial properties in Federal Way.

In 2016, the Los Angeles-based firm, the Industrial Realty Group acquired the 425 acre Weyerhaeuser Corporate Campus

In 2015, Mark MacDonald, a Puget Sound developer purchased the City Center Plaza facility for \$14 million. As identified above under retailing, he is making changes.

Winson Investments of Bellevue purchased the Evergreen Shopping Center for \$11 million in 2015.

Mike McClure of the Kirkland-based MJR Development purchased the 55,000 sq. ft. Heron Building in 2014 and the adjacent Talon Building, also 55,000 sq. ft., in the city's East Campus area.

Wild Waves and Enchanted Village, one of the top tourist attractions in the state has been sold to a Missouri real estate investment firm. The Kansas City, Missouri-based EPR Properties purchased the 70-acre Federal Way attraction from the Orlando-based investment company CNL Lifestyle Properties. No acquisition price was released.

OFFICE

The following provides the latest information on office activity as it pertains to openings, site locations, expansions and construction for office development in Federal Way.

The **7-Eleven** Corporation has relocated their regional real estate offices for the Pacific Northwest to Federal Way. The main reason for their move was the low cost of doing business, this according to Jeff Brown Senior Real Estate Representative. They have located to 33915 1st Way, South, Suite 205 - not far from City Hall. They will also be doing renovations on their four existing stores and are looking for one or two more sites in Federal Way.

Prominence Health has opened a facility on the East Campus in the Heron building off of South Weyerhaeuser Way. A division of Catholic Healthcare, the facility employs nearly 100. The operations involve processing Medicare and Medicaid claims.

Additionally, Mike McClure of MJR Development has attracted in his East Campus area facilities a 17,000 lease with the State of Washington DHHS. This project is currently in the building permit process. No word yet on number of employees.

Progressive Insurance in 2015, relocated to a facility built specifically for them along Pacific Highway. The value of the project was \$10 million.

In late 2014, Trinity Glass International in late 2014 opened their doors of their administrative offices at 33615 1st Way S. They employ an estimated 60 people at this facility.

TECHNOLOGY

The following provides the latest information as it pertains to openings, site locations, expansions and construction for technology development in Federal Way.

Cogent

One of the world's largest Tier 1 Internet Service Providers has opened a facility in Federal Way. This is the first facility of this magnitude located in the City. Current carrier availability in the data center includes CenturyLink, Zayo, Comcast and Cogent. The facility is located north of the former Weyerhaeuser campus.

MANUFACTURING

The following provides information on the latest activity as it pertains to openings, site locations, expansions and construction for medical office or health clinic development in Federal Way.

Ellenos

The Seattle-based yogurt firm is opening a manufacturing/processing in Federal Way at the former Baden Sports facility. It plans to employ 50.

HOUSING

The following provides information on the latest housing activity as it pertains to acquisition, sale and construction for housing development in Federal Way.

A multi-family housing development

This proposed development will be located 348th and 1st. This is a proposed 170-unit multi-family and neighborhood retail center. No time schedule for development. Estimated construction cost is \$30 million.

Uptown Square is a project located at 320th and 11th. It is nearly 10 acres in size. It includes 300 housing units and nearly 30,000 sq. ft. of ground floor retail mixed use center. It is completing construction. Estimated construction cost is \$50 million.

Mirror Lake Village is a senior housing located at 840 SW 312th. It is a total of 98 units of which 80 are for assisted living and 18 are for independent living. No estimated construction cost.

SHAG Celebration Senior Housing located at 1524 328th - on the northwest corner of Pacific Highway and 328th. The project will consist of 380 affordable independent rental units in two 65-foot towers joined by a sky bridge. The east tower is completed. The west tower is currently under construction. Cost of construction is estimated at \$40 million.

Kitt's Corner is a 208-unit multifamily apartment complex on 27 acres located at S. 336th Street just west of Pacific Highway S.

Multiple apartment complexes have been sold in 2016 through March 2017.

- TruAmerica's Multifamily has sold its Arcadia Luxury Townhomes, located at 1300 SW Campus Drive to the Florida-based private multifamily investment firm Priderock for \$68.5 million. The property is a 309 - multifamily unit property.

- The Institutional fund manager Avanath Capital Management acquired “The Lodge at Peasley Canyon,” for \$73.3 million from an institutional owner. The Lodge is located at 32200 Military Road. It is a 339-unit property and was built in 2004
- Trinity Property Consultants, an affiliate of Fowler Property Acquisitions (FPA) Multifamily of San Francisco, paid \$46 million for the Landing at Dash Point, a 387-unit apartment complex That's 57 percent more than what the seller, Bridge Investment Group of Salt Lake City, paid for the property three years ago. The Landing is located at 31004 19th Place S.W.
- The San Diego based Fairfield Residential sold the Glen Park at West Campus Apartments to the San Francisco-based privately-held Affiliates of Atwater James Multifamily Investments for \$85 million or \$183,190 per unit. This sale set a new record for the highest amount in the area. Located at 952 SW Campus Drive, the 464 units available are one to three-bedroom flats, lofts and townhomes.
- Kennedy Wilson sold “The Reserve Apartments” to San Diego-Based ConAm Group for \$63.8 million, or just over \$159,000 a unit. The Reserve is located at 125 SW Campus Dr. This sale had previously set the record as the most sizable in the area, until the sale of Glen Park.
- A new record-setting multifamily sale in Federal Way occurred as the San Francisco-based FPA Multifamily LLC sold off the Pavilion Apartments to three LLCs associated with Los Angeles-based Prime Residential for \$93.1 million or \$179,730 per unit. King County public records show each of the three LLCs, Prime Catalina Campus Drive II LLC, Prime Portfolio Campus Drive II LLC and Prime Tramway Campus Drive II LLC are associated Prime Residential and include Atwater James Multifamily Investments, AJMI GP LLC and JCA Investments. Previously marketed as the Cascade Ridge apartments (now Pavilion Apartments) in 2011, the apartments were built in 1989 and 1991 and underwent a renovation in 2007 and 2008. Located at 1900 SW Campus Drive, the building offers lofts, one, two and three-bedroom units as well as a fitness center, pool, spa, playground, basketball court, and in-unit washers and dryers. The property is a 518-unit complex consisting of 48 two and three-story apartment buildings.

Market experts agree that property in Federal Way has been peaking investors interest, which is evident based on recent sales.

“Over the last several months, there have been seven or eight deals that have hit the market that are either being marketed, under contract or have closed,” said Ben Johnson, an associate director for Berkadia Real Estate Advisors in Seattle. “It has probably been the most active submarket in the tri-county area.” Johnson continued on to say that recent multifamily property sales have cumulatively totaled near half a billion dollars.

“It has probably been the most active submarket in the tri-county area”

Ben Johnson, Berkadia Real Estate Advisors

Market experts agree that property in Federal Way has been peaking investors interest, which is evident based on recent sales identified above.

“I think it's just Federal Way's time in the cycle,” he added. It is located in “one of the fastest-growing metros in the nation, making this a highly attractive market for multifamily investors,”

BUSINESS RECRUITMENT AND RETENTION

The City completed the first ever economic development strategy: the Mayor's strategy entitled, "Some Assembly Required." It identified key targeted industries for recruitment and retention. These included Professional Business Services, Construction, Information and Communication Technology, Life Sciences & Healthcare, Entrepreneurialism, Arts & Tourism and International Trade and Investment.

During this period, business recruitment material was developed and used in partnership with property owners and the real estate brokerage community to help locate business.

The Mayor began a direct mail campaign to the 400 largest firms in the state to message the Federal Way business climate for their growth and expansion.

Additionally, in the spring of 2015, the Mayor began recruitment missions in California, specifically the San Francisco Bay/Silicon Valley region. The Mayor has been welcomed by high tech companies, including many Fortune 500 firms.

Today, the City is following up his visits by responding to questions from these companies in the effort to assist them in their expansion decisions. Key to this effort has been his dissemination of information on the opportunities of reuse of the Weyerhaeuser Campus and the potential at the Town Center.

In addition to business recruitment, the Mayor reaches out to existing businesses. He makes regular contact with the nearly 3,000 businesses located in Federal Way. The Mayor works with the Chamber of Commerce and other community partners to ensure a business environment conducive for growth of local businesses.



Mayor Ferrell recruiting businesses in "Silicon Valley", visiting officials with eBay about locating to Federal Way



Mayor Ferrell starting the presses for the Wall Street Journal (western edition) at Dow Jones in Federal Way



Mayor Ferrell is joined by Deputy Mayor Jeanne Burbidge and Councilmember Susan Honda at the Grand Opening of Hong Kong Market

Major Tourism Attractions

Currently the City has entered into an agreement with the Chamber of Commerce to provide services on hospitality education and training to owners and general managers of hotels, restaurants and tourism-related businesses. The purpose is to help their frontline employees understand the tourism venues in Federal Way in the effort to enhance the growth of the area's tourism sector and an overall satisfactory experience yielding returning customers.

The City of Federal Way will be working with its community and regional partners to help bring major amateur sporting events to the area.

Because of the asset of the King County Aquatics Center, the Seattle Sports Commission, in concert with the City, will again be applying to host the 2020 US Olympic Dive Trials. A delegation recently completed a trip to view and evaluate this year's Trials in Indianapolis.

Additionally, the King County Aquatic Center continues to be the venue for the Pac 12 Men's and Women's Swimming and Diving Championships.

One success story of attracting a tourism activity is that the City will serve as a satellite venue for the National Special Olympics Games in 2018. The Special Olympics are planning to use multiple venues for competitions. These venues include the King County Aquatic Center, Celebration Park and the Performing Arts and Event Center. It is estimated that more than 20% of the Games competitions will be held in Federal Way. Families and friends of 1,000 athletes and delegates will be spending time and money in Federal Way during the fourth of July week in 2018.

Additionally, the City awaits the announcement to learn if it is once again the host of the NCAA's Championships for Men's and Women's Swimming and Diving in 2019, 2020, 2021 or 2022.

Also, the City's new Performing Arts and Event Center will open August of 2017. Nationally renowned performing arts group previously relegated to other venues in the Puget Sound will now be able to appear in Federal Way.

Additionally, the City will once again be submitting an application in concert with King County and the Seattle Sports Commission to host the 2020 US Olympic Trials for diving.



ATT Winter National Swimming Championships, 2015